

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Cinemas – Hyderabad – Grant of Cinematograph License to 3<sup>rd</sup> & 4<sup>th</sup> Screens of PVR Cinemas, Panjagutta, Hyderabad and permission to screen (5) shows per day in each screen – Accorded- Orders – Issued

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HOME(GENL.A1) DEPARTMENT

**G.O.Ms.No. 107**

**Dated: 31-05-2014**

Read the following:-

1. G.O Ms. No.239, Home (Genl.A) Department dt: 9-11-2005.
2. From the Authorized Signatory, PVR Cinemas, Dt:14-10-2009
3. Government Memo.No.35938/Genl.A1/2005-17, dt:8-1-2010.
4. Government Memo.No.35938/Genl.A1/2005-17, dt:19-01-2011
5. Government Memo No.35938/Genl.A1/2005-21, dt:-16-3-2011
6. From the Commissioner of Police, Hyderabad, dt:24-03-2011.
7. Government Memo No.35938/Genl.A1/2005-21, dt:-23-11-2013
8. From the Commissioner of Police, Hyderabad, dt:19-05-2011
9. From the Authorized Signatory, PVR Cinemas, Dt: Nil

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In the reference 1<sup>st</sup> read above, the orders were issued for granted Cinematograph Licence in Form – B in three Screens i.e 1,2, & 5 of PVR Cinemas, Panjagutta, Hyderabad, since the GHMC authorities issued Occupancy Certificate only for (3) Screens out of Five Screens.

In the reference 2<sup>ND</sup> read above, the Authorized Signatory, PVR Cinemas, Panjagutta, had submitted an application on 14-10-2009 and requested to grant Cinematograph Licence in Form-B for 2 more Screens viz. Screens 3 & 4 of M/s PVR Cinemas.

The Commissioner of Police, Hyderabad has referred matter to the Technical Authorities/Field Officers for their remarks/reports in terms of Rule-11 (A) & (B) of the A.P Cinemas (Regulation) Rules, 1970.

All technical authorities/field officers i.e., (1) The Director General of Disaster Response & Fire Service, A.P., Hyderabad (2) Dy. Electrical Inspector, Secunderabad Sub-Division, Mint Compound, Hyderabad (3) Executive Engineer (R&B), South Buildings Division (4) Traffic Branch and (5) Law & Order, have recommended for grant of Cinematograph Licence in Form-B in respect of Screens-3 & 4 of M/s PVR Cinemas.

In the reference 3<sup>rd</sup> read above, the Government have called for clarification in respect of (4) points relating to providing of sufficient access space, lifts, sufficient waiting hall space and stair cases for grant of fresh Form-B Cinematography Licence to new screens viz. Screens-3 & 4 of PVR cinemas.

The Commissioner of Police, Hyderabad has appointed a joint inspection committee headed by DCP West Zone on 28-10-2010. It has assess the fire safety standards of PVR Cinema and informed that there are 3 staircases on the east (leading to the middle staircase to the cellar), on the south (leading to exit cellar) and on the north-west (leading to main road). All the 3 staircases internally connect to all floors of the Shopping Mall. In addition to the above, a contingency external staircase of 7 ½ feet was also provided to evacuate people from any fire accident. Further, there are 4 lifts existing which connect the ground floor to the 5<sup>th</sup> floor.

(p.t.o)

In the reference 4<sup>th</sup> read above, the Government have requested the Commissioner of Police, Hyderabad to clarify whether the conditions under paras 12 (B) (C) and (D) prescribed in G.O Ms. No.239 of Home (General-A) Department, dt: 9-11-2005 have been complied with by the management of M/s PVR Cinemas.

The Commissioner of Police, Hyderabad has informed to the Government as follow:

**Para 12 (B) of G.O Ms. No.239**

i)	In order to take care of smooth traffic flow during peak hours, the Appellant shall deploy special staff to regulate the traffic flow and direct vehicles to parking area.	Complied, 6 to 8 Agile Security Personnel were found to regulate the vehicles to parking area during the peak hours.
ii)	The appellant shall remove the Generator shed on the rear open space, to increase the all-round setback, which will facilitate smooth movement of vehicles.	Complied, the appellant removed the generator shed and shifted it to cellar PI on the south-east corner.
iii)	The appellant shall remove the platform constructed in the southern portion near electric transformer this is reducing since the all-round setback and hampering the movement of vehicles.	Complied, the appellant has demolished the platform on the southern side and now only electric transformer is there. There is no obstacle for free flow of the vehicles to exit.
iv)	The appellant shall remove the office room constructed on the top (terrace) floor so as to ensure the total height of the building is below 30 meters for which the present setbacks suffice.	Complied, there is no office room on the top (terrace) except the AC machines.
v)	The appellant shall give an undertaking that he shall not undertake any further construction in the site including the terrace, except the additional external escape staircase.	Obtained the undertaking from the appellant and enclosed. This is the undertaking given by the management of M/s PVR Cinemas to Commissioner, MCH.

**Para 12 (C) of G.O Ms. No.239**

i)	The appellant shall keep 5 <sup>th</sup> theatre (Audi-3) locked, till he provides one more external additional RCC escape staircase of 2.0 meters width on main roadside between Audi-3 and 4, landing direct from the top floor to ground floor for evacuation, as recommended by the committee at the site during inspection.	The appellant had constructed a staircase of 2.0 meters width on the western side of the Hyderabad Central Mall i.e., main road side for evacuation between the Audi-3 and 4.
ii)	The Licensing Authority shall issue Form B Licence to the Appellant to operate the 5 <sup>th</sup> Theatre only when the Appellant complies with the above condition.	--
iii)	Failing to construct the additional staircase, the appellant shall remove the 5 <sup>th</sup> Theatre (Audi-3) and restore it as a foyer area.	--

**Para 12 (D) of G.O Ms. No.239**

The Director General, Fire Services is directed to issue NOC for occupancy of Hyderabad Central and Shopping Mall Complex with 4 multiplex theatres at Panjagutta, Hyderabad applying the A.P Cinemas (Regulation) Rules, 1970.	The NOC issued by the Director General of State Disaster Response & Fire Services, Hyderabad, vide Rc. No. 10840/B1/2000, dt:-09-10-2009 has been enclosed.
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In the reference 5<sup>th</sup> read above, the Government have requested the Commissioner of Police, Hyderabad to clarify the following:

- (a) The management shall give an undertaking that they shall not undertake any further construction in the site including the terrace, except the additional external escape staircase, as per para 12 (B) (v) of the above G.O.
- (b) As per para 12 (C) (i), the external (additional) staircase between Audi-3 and 4 must be landing direct from the top floor to ground floor.

In the reference 6<sup>th</sup> read above, the Commissioner of Police, Hyderabad has reported that as follow:

1.	The management shall given an undertaking that they shall not undertake any further construction in the site including the terrace, except the additional external escape staircase, as per para 12 (B) (v) of G.O Ms. No.239 Home (Genl.A) Dept., dt:-9-11-2005.	Obtained fresh undertaking from M/s SBPL Infrastructure Ltd., (formerly known as Sweety Builders Pvt. Ltd.) addressed to CP Hyderabad, dt:-19-3-2011 through the management of M/s PVR Cinemas, who have taken lease of the premises from the above builders.
2.	As per para 12 (C) (i) of the above G.O, the external (additional) staircase between Audi-3 and 4 must be landing direct from the top floor to ground floor.	On inspection of the premises, the external (additional) staircase constructed with 2.0 meters width on the western side of the Hyderabad Central Mall i.e. facing towards main road between Audi-3 & 4 directly landing from the top floor to ground floor.

In the reference 6<sup>th</sup> read above, the Commissioner of Police, Hyderabad has stated that the Manager, M/s PVR Cinemas has submitted application and informed that the Electrical, R&B and Fire Service Departments have again issued NOCs for operating Screens – 3 & 4 of PVR Cinemas. Further, they have complied all the conditions stipulated under para 12 (B) (C) and (D) in G.O Ms. No.239, Home (Genl.A) Department dt.9-11-2005 including providing of external additional RCC escape staircase of 2.0 meters width on main roadside (western side of Hyderabad Central Mall) between Screens – 3 and 4. The Screens – 3 & 4 are very small having a seating capacity of 141 and 255 respectively. Finally, he has requested to get their premises inspected from traffic point of view and issue Cinematograph Licence in Form – B for operating Screens – 3 & 4.

The Commissioner of Police, Hyderabad has further stated that the ACP Traffic-III W/Z vide Lr. No.201/ACP/Tr-III/IW/2014, dt:-11-3-2014 has informed that he caused enquiry and submitted remarks on the specified (3) points:

**Point No.1:** On physical verification of Audi-3, he observed that the auditorium has 141 seating capacity and its plinth area is measured about 360.24 sq. mtrs. As per G.O Ms. No.239, dt:-9-11-2005 in para 12 C (i) (ii) (iii) it was quoted that failing to construct the additional RCC escape stair case of 2.0 meters width on main road side, landing directly from the top floor to ground floor for evacuation, the appellant shall remove the 5<sup>th</sup> theatre (Audi-3) and restore it as a foyer area. Since, the required additional fire safety measures are provided, the D.G Fire Services has issued Fire NOC vide Rc. No.10840/MSB/CR/HYD/2000, dt:-9-1-2014 for screens – 3 & 4. If the management of PVR Cinemas wanted to convert Audi – 3 as foyer, there is no objection to convert Audi – 3 as foyer and commercial space after getting approval from the Commissioner, GHMC.

**Point No.2:** The available parking facility in Cellar, Sub-Cellar of Hyderabad Central Mall admeasuring about 8732.69 sq. mtrs. has to be shared by the audience of PVR Multiplex Screens as well as customers of shopping mall / various food courts on priority basis. Now, the management of PVR Cinemas has obtained more exclusive parking place to an extent of 3000 sq. mtrs. in sub-cellar for parking vehicles of the viewers of PVR Cinemas Ltd., the proposal of staggered timings for 30 to 35 minutes gap between screening of two movies will be materialized in facilitating the incoming vehicles of the audience of PVR Cinemas to be parked easily without collision with outgoing vehicles of the audience.

**Point No.3:** Fire Safety is a subject matter of Fire Department. Since, the management of PVR Cinemas fulfilled the condition of Fire Department by getting the mandatory additional stairs constructed on western side between Audi 3 & 4 towards main road, DG, Fire Services issued Fire NOC for operation of Screens-3 & 4 vide Rc. No.10840/MSB/CR/HYD/2000, dt:-9-1-2014.

The ACP Traffic further informed that the management of PVR Cinemas has submitted application for issuance of NOC to operate 3 & 4 Screens in PVR Cinemas on the grounds that the DG, Fire Services issued NOC for operation of Screens – 3 & 4 vide Rc No.10840/ MSB/CR/HYD/2000, dt:-9-1-2014 as the mandatory additional stair was constructed on western side between Audi 3 & 4 towards main road for evacuation of audience during fire mishap.

PVR Cinemas is being run in 4<sup>th</sup>, 5<sup>th</sup> and part of 6<sup>th</sup> floors of Hyderabad Central Mall. Following is the utility of PVR Cinemas:

- 4<sup>th</sup> floor is measured about 4022.10 sq. mtrs. being utilized for Screen – 1 385.91 sq. mtrs. having 255 seats, Screen – 2 385.91 sq. mtrs. having 255 seats, Screen – 5 627.3 sq. mtrs. having 416 seats. Presently, Screen – 3 360.24 sq. mtrs. and Screen – 4 385.91 sq. mtrs. are non-operational.
- The altitude of 4<sup>th</sup> floor in Auditoriums and Lobby has been elevated upto 6<sup>th</sup> floor. As such 5<sup>th</sup> floor has less built up area admeasuring about 252.74 sq. mtrs. being utilized for Administrative Office of PVR Cinemas.
- 6<sup>th</sup> floor is admeasuring about 994.02 sq. mtrs., wherein 644.02 sq. mtrs. is being utilized for Projector Cabins of Screens – 1, 2 & , stairs, corridor etc. and remaining portion is found vacant.
- Box office for Screens – 1, 2 & 5 is existing on the western side of lower ground floor admeasuring about 112 sq. mtrs.

- Total built up area of PVR Cinemas including Screens – 3 & 4 is 5030.86 sq. mtrs. Following is the seating capacity of PVR Cinemas:

Screen – 1	-	255 seats
Screen – 2	-	255 seats
Screen – 3	-	141 seats
Screen – 4	-	255 seats
Screen – 5	-	416 seats
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Total	-	1322 seats
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- Total built up area of Hyderabad Central Mall is 23,098.86 sq. mtrs.

Finally, the Additional Commissioner of Police, Traffic, Hyderabad has stated as per G.O.Ms.No.423, MA & UD, Dt:31-07-1988, the requirement of total parking place for 5 Screens is 5775.7 sq. mts. As per the inspection of ACP, Traffic the available parking Area in PVR Cinemas is **8732.69 Sq. Meters**, there is sufficient parking areas is available; hence there is no objection for traffic point of view. NOC may be issued.

Government, after careful examination of the matter, and in exercise of the powers conferred under section 12 of Andhra Pradesh Cinemas (Regulation) Act,1955 and under clause (a) of sub rule (3) of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules,1970, hereby grant Cinematograph License to 3<sup>rd</sup> & 4<sup>th</sup> Screens of PVR Cinemas, Panjagutta, Hyderabad with the conditions as cleanly stated in the Annexure and permit rates of admission on par with Screens 1, 2, & 5 of PVR Cinemas, and also permit to screen five(5) shows per day during 9.00 A.M. to 1.00 A.M. (after mid-night) in all the three screens in relaxation of item No.43 of 'B' Form Licensing Condition.

The Commissioner of Police, Hyderabad shall issue Cinematograph License to 3<sup>rd</sup> & 4<sup>th</sup> Screens of PVR Cinemas immediately.

(BY ORDE R AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**T.P.DAS,**  
**SPECIAL CHIEF SECRETARY TO GOVERNMENT(FAC)**

To

The Commissioner of Police, Hyderabad

Copy to :-

The Authorized Signatory, M/s PVR Cinemas,  
Panjagutta, Hyderabad,

The P.S to Special Chief Secretary to Govt., Home Department.  
Sc/Sf.

//FORWARDED :: BY ORDER//

SECTION OFFICER

**ANNEXURE**  
**CONDITIONS FOR MULTIPLEXES**

- a) The CCTV system shall be maintained without any interruption.
- b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

**CONDITIONS FOR THEATRES AND MULTIPLEXES**

- 1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- 2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.
- 3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.
- 4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- 5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (*Uphaar Theatre- Hon'ble Supreme Court Directions*)
- 6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (*Uphaar Theatre – Hon'ble Supreme Court Directions*).
- 7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (*Uphaar Theatre- Hon'ble Supreme Court Directions*).
- 8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (*Uphaar Theatre – Hon'ble Supreme Court Directions*).
- 9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- 10) The Management should facilitate periodical inspection by the Fire Officer concerned.
- 11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- 12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- 13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

- 14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.
- 15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.
- 16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.
- 17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with hot and cold running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.
- 18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.
- 19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.
- 20) Fresh and clean drinking water must be provided for the patrons.
- 21) There should be no modifications to the available parking areas as seen in the inspection so as to reduce it.
- 22) Adequate valet parking staff and security guards should be provided for parking convenience, safety and traffic regulation at entry and exit.
- 23) All precautions should be taken for safety during movement and parking of vehicles inside the Multiplex area.
- 24) Cones and markings should be put to guide the vehicles to path ways and parking lots.
- 25) No obstruction should be made in form of advertisement boards, stalls, etc., in and around the multiplex which hinders free movement of vehicles or safety.
- 26) There should be smooth finish between the road and entry/exit of the mall.
- 27) Proper Signages should be put on driveways to guide the visitors.
- 28) There should be smooth finish in the space between the road and entry/exit of the Mall.